



Source4 is proud to be a sponsor of the

Awards Gala Night

in recognition of the PROFESSIONAL CREATIVE COMMUNITY.

We would like to extend SPECIAL CONGRATULATIONS to all the Gold, Silver or Special Award winners.

DIGITAL AND OFFSET PRINTING | DESIGN SERVICES | SPECIALTY PACKAGING | PROMOTIONAL ITEMS AND INCENTIVE

TARGETED AND PERSONALIZED DIRECT-MAIL CAMPAIGNS | CUSTOM E-PORTAL FOR FULFILLMENT AND PRINT-ON-DEMAND

Source4 is a national company and we have been serving our clients for over 40 years. Utilizing a collaborative approach, combined with years of industry experience, we focus on providing custom solutions that will increase the effectiveness of your business and marketing communications.



VOICE OVER

CASTING

RECORDING

EDITING

MIX

SOUND DESIGN

MUSIC

WHISKEY



AGED 27 YEARS AND SMOOTH AF



GROUNDCREW
- SOUND -

GROUNDCREWSTUDIOS.COM



A letter from the AAAward Co-Chairs

Tonight is a destination. A pausing moment to celebrate another year of creative successes. In this industry, we know there is never really a stopping point. We are constantly on a path towards the next project, the next award-winning creation, the next evolution of our work. AAAwards submissions are so much more than final pieces to be judged, but rather executions that evolved from a multitude of challenges.

As the Awards Chairs, we have felt a shifting in our market. The range of content represented struck us, and the Judges immediately. Charlotte offers innovative concepts that compete on a National level and drive unexpected approaches for clients in an array of fields & specialties.

To subjectively review such a collection of work, we selected judges from across North America to bring perspective based on their experience and expertise. We gave direction to focus on our market specifically and to judge collaboratively if they choose.

As each year brings new trends & innovations, we see those reflected in the entries our market brings to the table. This year we included special awards to highlight our community and the unique work it drives. We know there are efforts that cannot be engraved on a trophy, so we thank all our agency teams, in-house teams, freelancers, students, professors & partners who make Charlotte truly distinct.

With a renewed focus on students, we reinstated The Student Fund and with the support of industry leaders, we saw an increase in student entries and are expecting another increase next year. Students represent a force that will fuel our creative market, and supporting them brings fresh energy to our own teams as students remind us to constantly learn and push boundaries.

Our events were supported by generous sponsors, some of whom are a part of the Awards backbone, while others are new faces we're excited to introduce. Our partners make this possible every year and we could not thank them enough.

Congratulations to all the winners and to everyone who submitted to the Awards. Each entry represents an enormous amount of effort and helps make Charlotte's advertising community stronger. We look forward to seeing where your path to discovery takes you in 2019, as we embark on a new year which will lead to the next project, more award-winning creations, and further evolutions of your work.

Cheers, John & Hannah

- » John Howard, Senior Art Director at HMH Agency // johnh@hmhagency.com
- » Hannah Fairweather, Digital Project Manager at Luquire George Andrews // hfairweather @thinklga.com

Hamed Jaiwether

WE WANT YOU.

JOIN. VOLUNTEER. CREATE.



AAAWARD WINNERS LIST

AC&M GROUP

ADDY // The ELEMENTS Campaign // Film, Video, & Sound ADDY // The ELEMENTS Campaign // Elements of Advertising ADDY // The ELEMENTS Campaign // Elements of Advertising

ADAMS OUTDOOR ADVERTISING

ADDY // Husqvarna Tease & Reveal // Out-Of-Home & Ambient Media

BIRDSONG GREGORY

ADDY // GBI Tile + Stone Catalog // Sales & Marketing ADDY // Noggin & Wink Branding // Cross Platform ADDY // AGDATA Branding // Cross Platform

BOONEOAKLEY

JUDGE'S CHOICE // Dukes Bread // Out-Of-Home & Ambient Media
BEST OF SHOW // Outer Banks // Film, Video, & Sound
ADDY // Outer Banks: Taxicab // Film, Video, & Sound
ADDY // Outer Banks: City Building // Film, Video, & Sound
ADDY // Outer Banks // Film, Video, & Sound

ADDY // Dukes Bread: Cut Carbs // Out-Of-Home & Ambient Media ADDY // Dukes Bread: Break Salad // Out-Of-Home & Ambient Media

ADDY // Dukes Breads // Out-Of-Home & Ambient Media
ADDY // Outer Banks // Out-Of-Home & Ambient Media
ADDY // CRVA // Out-Of-Home & Ambient Media

ADDY // Massage // Film, Video, & Sound

ADDY // Dukes Bread: Kale // Out-Of-Home & Ambient Media

CARAVAN

JUDGE'S CHOICE // NEA "Reverse Your Thinking" // Elements of Advertising

ADDY // NEA "Reverse Your Thinking" // Elements of Advertising
ADDY // Chad Lawson & Alfred Sergel // Film, Video, & Sound
ADDY // Seagate HAMR "Memories" // Elements of Advertising
ADDY // Seagate HAMR "Memories" // Elements of Advertising
ADDY // Seagate HAMR "Memories" // Elements of Advertising

CHARLOTTE CENTER CITY PARTNERS

CHARLOTTE APPRECIATION // PARK(ING) Day // Out-Of-Home & Ambient Media
ADDY // PARK(ING) Day // Out-Of-Home & Ambient Media

JOYRIDE

MOSAIC AWARD SUBMISSION // American Dreamers // Film, Video, & Sound ADDY // Rolling In The Deep // Elements of Advertising

ADDY // Harley-Davidson: 115th Anniversary // Elements of Advertising

KRON CORP

ADDY // Pattakos Law Lion // Elements of Advertising

LUQUIRE GEORGE ANDREWS

BEST PRINT AD // Firsts That Last - Jazmene & Peyton // Print Advertising

ADDY // Firsts That Last - Jazmene & Peyton // Print Advertising ADDY // Firsts That Last - Zac & Tomo // Film, Video, & Sound

ADDY // Firsts That Last // Film, Video, & Sound ADDY // #CAREolinas // Cross Platform

ADDY // Periscope // Print Advertising

ADDY // Faster // Print Advertising

ADDY // Firsts That Last - Andrea // Print Advertising

ADDY // Faster // Print Advertising

ADDY // Always On Watch // Print Advertising

ADDY // Firsts That Last // Print Advertising

ADDY // Maverick // Print Advertising

ADDY // Faster // Print Advertising

ADDY // Check Battle // Film, Video, & Sound

ADDY // Firsts That Last - Chris & Andrea // Film, Video, & Sound

ADDY // Firsts That Last // Film, Video, & Sound

ADDY // The Table Is Set // Cross Platform

ADDY // Firsts That Last // Cross Platform

MOONLIGHT CREATIVE GROUP

ADDY // Bake For Your Life // Sales & Marketing
ADDY // Wagner Murray Rebrand // Cross Platform

AYTHIC

BEST OF COPYWRITING // LMC Bradham OOH Campaign // Out-Of-Home & Ambient Media BEST OF PHOTOGRAPHY // Ballet Photography Art Direction // Elements of Advertising

ADDY // Harvest Organics Editor Gift Box // Sales & Marketing

ADDY // LMC Bradham OOH Campaign // Out-Of-Home & Ambient Media

ADDY // Novant Health Caroline's Corner // Elements of Advertising

 $\mathbf{ADDY} \ / / \ \mathsf{Crescent} \ \mathsf{Communities} \ \mathsf{NOVEL} \ \mathsf{Logo} \ / / \ \mathsf{Elements} \ \mathsf{of} \ \mathsf{Advertising}$

ADDY // Ballet Photography Art Direction // Elements of Advertising

ADDY // Clt Ballet Pretty Powerful Campaign // Cross Platform

ADDY // Archery Trade Association Rebrand // Cross Platform

SATURDAY BRAND COMMUNICATIONS

JUDGES CHOICE // Ollie Gray Social // Online/Interactive

ADDY // MWF Alison Krauss Concert Poster // Sales & Marketing

ADDY // MWF Three Dog Night Poster // Sales & Marketing

ADDY // Ollie Gray Social // Online/Interactive

TATTOO PROJECTS

BEST PRINT PRODUCTION // Domtar - Cougar "Luxury" // Sales & Marketing

BEST OF VIDEO // Sheetz - Sheetz Freakz // Film, Video, & Sound

ADDY // Sheetz - Sheetz Freakz // Film, Video, & Sound

ADDY // Sheetz - Sheetz Freakz // Film, Video, & Sound

ADDY // Domtar - Cougar "Luxury" // Sales & Marketing ADDY // Domtar - Blueline "Function" // Sales & Marketing

ADDY // Sheetz - I Want It All // Film, Video, & Sound

ADD1 // Sheetz - I Want It All // Film, Video, & Soun

ADDY // Sheetz - Sheetz Art Project // Cross Platform

TEAM CREATIF USA

ADDY // Pescanova Seafood Tapas Packaging // Sales & Marketing

ADDY // Pescanova Seafood Tapas Packaging // Elements of Advertising

THE PLAID PENGUIN

ADDY // Copain Packaging // Sales & Marketing

ADDY // Hard Hat Happy Hour | Optimist Hall // Sales & Marketing

ADDY // 3 Fish Website // Online/Interactive

UNION

BEST OF VIDEO // Charlotte's Got A Lot // Online/Interactive

ADDY // Mack Masters Comic Book // Sales & Marketing

ADDY // Hickory Tavern Website // Online/Interactive

ADDY // Charlotte's Got A Lot // Online/Interactive

ADDY // Trinity Partners Website // Online/Interactive

ADDY // Lindy's 6 oz. Vacation // Film, Video, & Sound

ADDY // Mack Masters // Film, Video, & Sound

ADDY // Charlotte's Got A Lot // Elements of Advertising

ADDY // Charlotte's Got A Lot // Elements of Advertising

TIPIT // Charlotte's Got A Lot // Elements of Advertising

WHEELHOUSE MEDIA

ADDY // AR Dinosaurs // Elements of Advertising
ADDY // AR Dinosaurs // Elements of Advertising

ADDY // AR Dinosaurs // Elements of Advertising

// AR Dinosaurs // Elements of Advertising

ADDY // An Evening of Immersive Content // Sales & Marketing

ADDY // Kin Travel // Film, Video, & Sound

 ${\bf ADDY} \ {\it //} \ {\bf What Joint Comfort Looks Like} \ {\it //} \ {\bf Elements of Advertising}$

ADDY // WHM.TV // Elements of Advertising

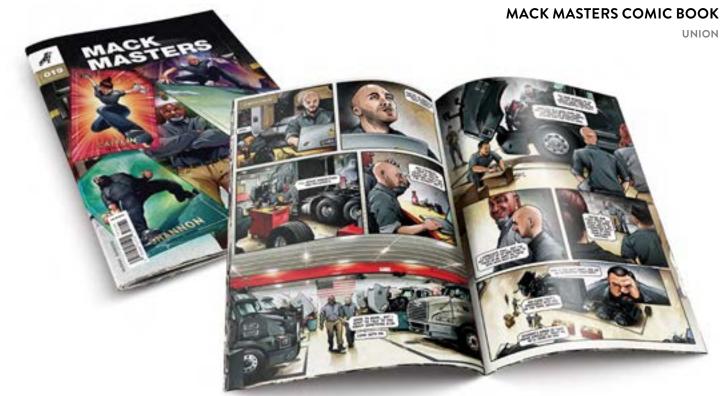
ADDY // AR Dinosaurs // Elements of Advertising

WONDERSMITH

ADDY // JoyCorp "The Problem of Asha" // Film, Video, & Sound



SALES & MARKETING BROCHURE







SILVER ADDY **\(\Delta\)**

SALES & MARKETING BROCHURE

DOMTAR - COUGAR // LUXURY TATTOO PROJECTS



 $\mathsf{C} \ \mathsf{A} \ \mathsf{T} \ \mathsf{E} \ \mathsf{G} \ \mathsf{O} \ \mathsf{R} \ \mathsf{Y}$

SALES & MARKETING SPECIAL EVENT MATERIAL // CAMPAIGN

HARD HAT HAPPY HOUR // OPTIMIST HALL

THE PLAID PENGUIN

SALES & MARKETING CATALOG

GBI TILE + STONE CATALOG

BIRDSONG GREGORY







SALES & MARKETING PACKAGING CAMPAIGN

PESCANOVA SEAFOOD TAPAS PACKAGING

TEAM CRÉATIF USA











SALES & MARKETING

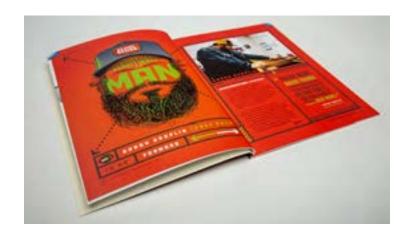
AN EVENING OF IMMERSIVE CONTENT

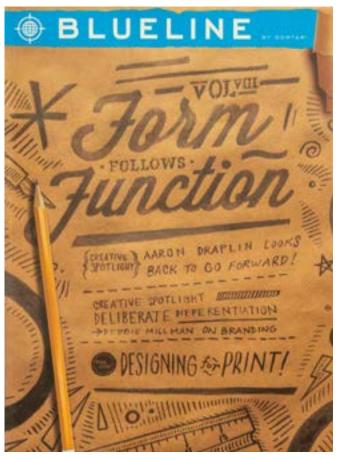
WHEELHOUSE MEDIA

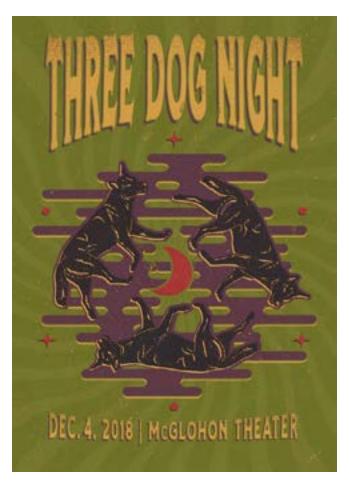


DOMTAR - BLUELINE // FUNCTION

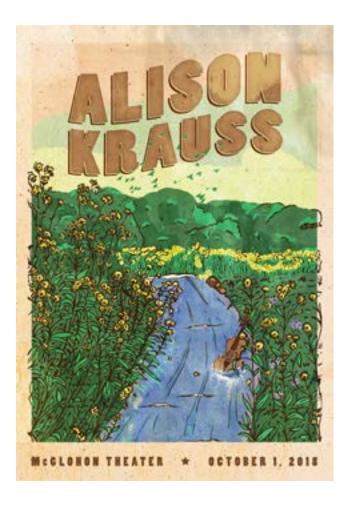
TATTOO PROJECTS











SILVER ADDY **\(\Delta\)**

SALES & MARKETING SPECIAL EVENT MATERIAL

MWF ALISON KRAUSS CONCERT POSTER

SATURDAY BRAND COMMUNICATIONS



SALES & MARKETING SPECIAL EVENT MATERIAL

MWF THREE DOG NIGHT POSTER

SATURDAY BRAND COMMUNICATIONS



SALES & MARKETING SALES PROMOTION // PACKAGING CAMPAIGN

BAKE FOR YOUR LIFE

MOONLIGHT CREATIVE GROUP



































SALES & MARKETING DIRECT MAIL 3-D/MIXED

HARVEST ORGANICS EDITOR GIFT BOX

MYTHIC









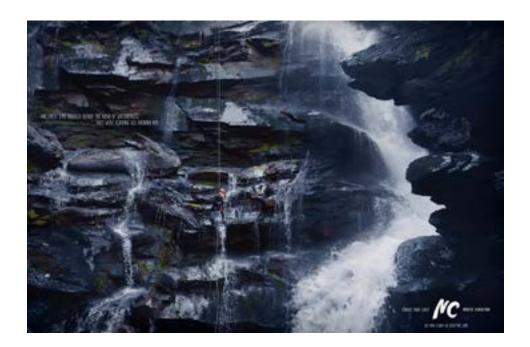




PERISCOPE

LUQUIRE GEORGE ANDREWS







PRINT ADVERTISING
MAGAZINE ADVERTISING SPREAD

FIRSTS THAT LAST // ANDREA

LUQUIRE GEORGE ANDREWS





PRINT ADVERTISING MAGAZINE ADVERTISING CAMPAIGN

MAVERICK







SILVER ADDY **\(\Delta\)**

PRINT ADVERTISING MAGAZINE ADVERTISING CAMPAIGN

FIRSTS THAT LAST

LUQUIRE GEORGE ANDREWS

PRINT ADVERTISING MAGAZINE ADVERTISING // FULL PAGE

FASTER

LUQUIRE GEORGE ANDREWS

▲ SILVER ADDY

PRINT ADVERTISING SPREAD

FASTER

LUQUIRE GEORGE ANDREWS

▲ SILVER ADDY

PRINT ADVERTISING MAGAZINE ADVERTISING CAMPAIGN

FASTER











PRINT ADVERTISING SPREAD

FIRSTS THAT LAST // JAZMENE & PEYTON

LUQUIRE GEORGE ANDREWS

PRINT ADVERTISING MAGAZINE ADVERTISING CAMPAIGN

ALWAYS ON WATCH













ONLINE & INTERACTIVE BUSINESS-TO-BUSINESS WEBSITE

TRINITY PARTNERS WEBSITE

UNION

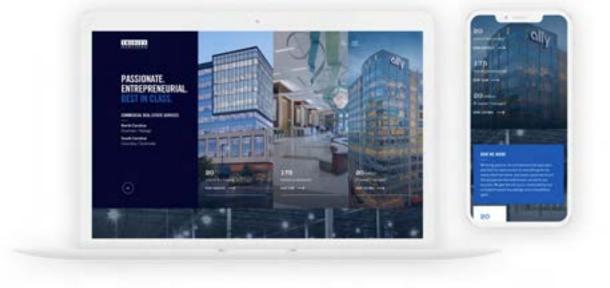
ONLINE & INTERACTIVE CONSUMER WEBSITE

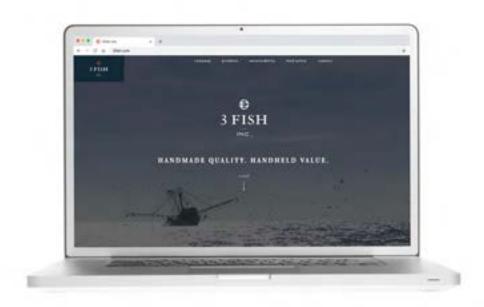
HICKORY TAVERN WEBSITE

UNION









7

SILVER ADDY **\(\Delta\)**

ONLINE & INTERACTIVE BUSINESS-TO-BUSINESS WEBSITE

3 FISH WEBSITE

THE PLAID PENGUIN

CHARLOTTE'S GOT A LOT

▲ SILVER ADDY

ONLINE & INTERACTIVE CONSUMER WEBSITE

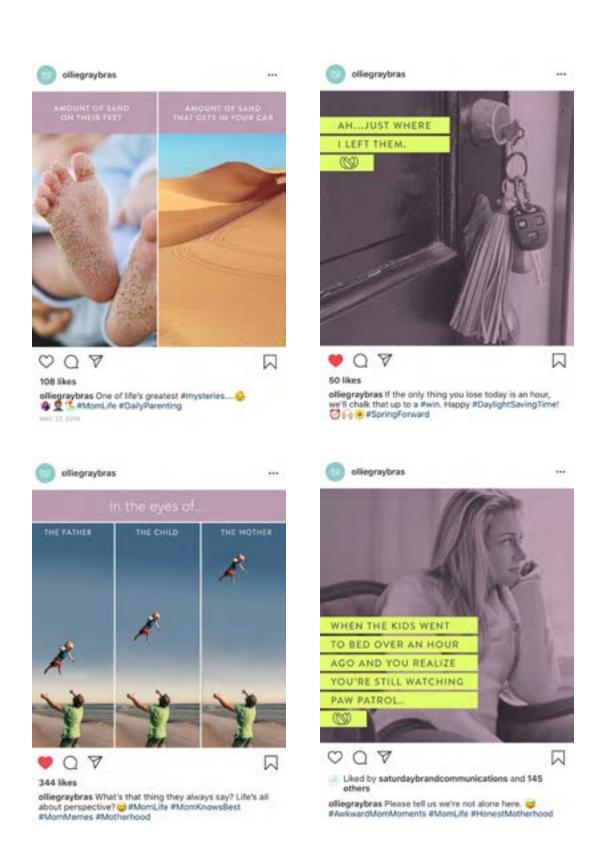
UNION



ONLINE & INTERACTIVE SOCIAL MEDIA CAMPAIGN

OLLIE GRAY SOCIAL

SATURDAY BRAND COMMUNICATIONS





SILVER ADDY 🛕

▲ SILVER ADDY

SILVER ADDY 🛕

FILM, VIDEO & SOUND REGIONAL/NATIONAL TELEVISION COMMERCIAL FILM, VIDEO & SOUND REGIONAL/NATIONAL TELEVISION COMMERCIAL

FILM, VIDEO & SOUND INTERNET COMMERCIAL

FILM, VIDEO & SOUND BRANDED CONTENT // MORE THAN:60 SECONDS

FIRSTS THAT LAST // CHRIS & ANDREA

CHECK BATTLE

LUQUIRE GEORGE ANDREWS

MASSAGE

BOONEOAKLEY

SHEETZ // I WANT IT ALL

TATTOO PROJECTS















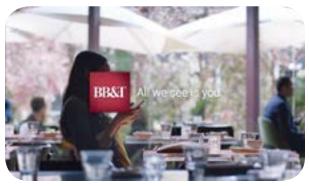










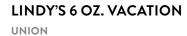


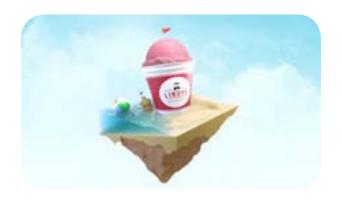


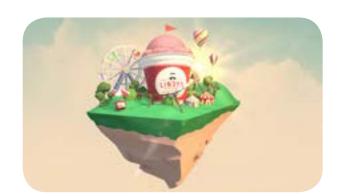




FILM, VIDEO & SOUND INTERNET COMMERCIAL CAMPAIGN













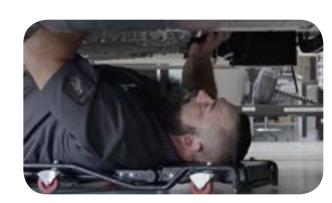








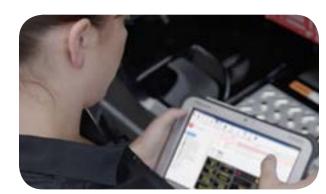


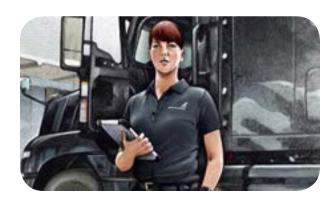












WONDERSMITH

FILM, VIDEO & SOUND AUDIO/VIDEO SALES PRESENTATION

JOYCORP // THE PROBLEM OF ASHA

LUQUIRE GEORGE ANDREWS

FILM, VIDEO & SOUND MUSIC VIDEO

CHAD LAWSON & ALFRED SERGEL

CARAVAN



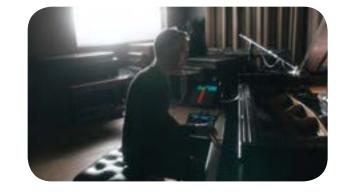






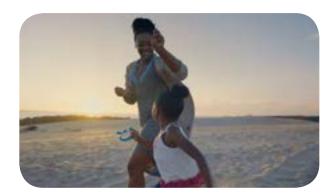








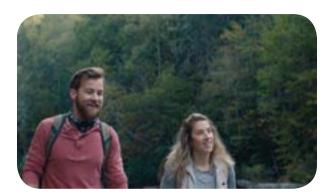
















FILM, VIDEO & SOUND BRANDED CONTENT & ENTERTAINMENT CAMPAIGN

THE ELEMENTS CAMPAIGN

AC&M GROUP

































FILM, VIDEO & SOUND REGIONAL/NATIONAL TELEVISION COMMERCIAL

OUTER BANKS // TAXICAB

BOONEOAKLEY

FILM, VIDEO & SOUND BRANDED CONTENT // MORE THAN:60 SECONDS

FIRSTS THAT LAST // ZAC & TOMO

LUQUIRE GEORGE ANDREWS

FILM, VIDEO & SOUND INTERNET COMMERCIAL

SHEETZ // SHEETZ FREAKZ

TATTOO PROJECTS

FILM, VIDEO & SOUND REGIONAL/NATIONAL TELEVISION COMMERCIAL

OUTER BANKS // CITY BUILDING

BOONEOAKLEY

































FILM, VIDEO & SOUND CINEMA ADVERTISING // IN-THEATRE COMMERCIAL

FILM, VIDEO & SOUND REGIONAL/NATIONAL TELEVISION COMMERCIAL CAMPAIGN

SHEETZ // SHEETZ FREAKZ

TATTOO PROJECTS

FIRSTS THAT LAST

LUQUIRE GEORGE ANDREWS





FILM, VIDEO & SOUND BRANDED CONTENT & ENTERTAINMENT // NON-BROADCAST

















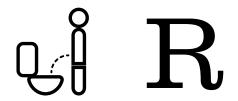






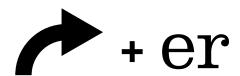






4 A



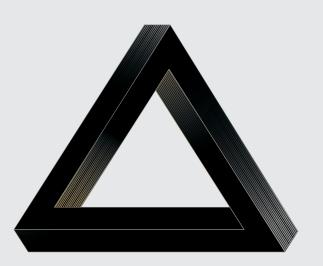


HMHagency

CLT / PDX

CATEGORY

STUDENT AWARDS



THE AAF CHARLOTTE STUDENT AAAWARDS FUND

The Fund was been created to financially support local design students in helping them enter their work into the Student Division of the American Advertising Awards, as well as any AAAward associated events.

This couldn't of been done without the generous support of the following people and agencies.

HMHagency



mythic

NANCY HAYNES

Saturday

BO HAYNES

UNION

STUDENT AWARD SINGLE OCCURRENCE OR INSTALLATION

PARITY PROJECT

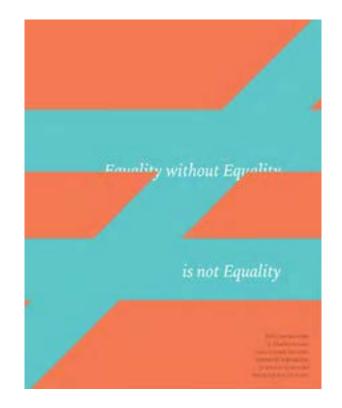
ROBYNE POMROY

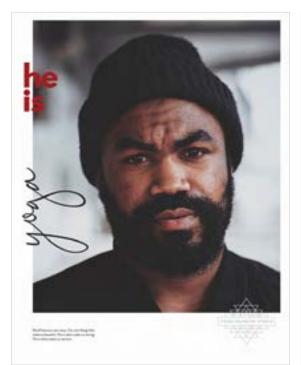
STUDENT AWARD DIRECT MARKETING

FETISH-LIKE

PARKS SADLER











SILVER ADDY **\(\Delta\)**

STUDENT AWARD
INTEGRATED BRAND IDENTITY CAMPAIGN

INGLES REBRANDY

KYRA EARHART

▲ SILVER ADDY

STUDENT AWARD CAMPAIGN

WE ARE YOGA

WHITNEY LEACH

SILVER ADDY **A**

STUDENT AWARD WEBSITE

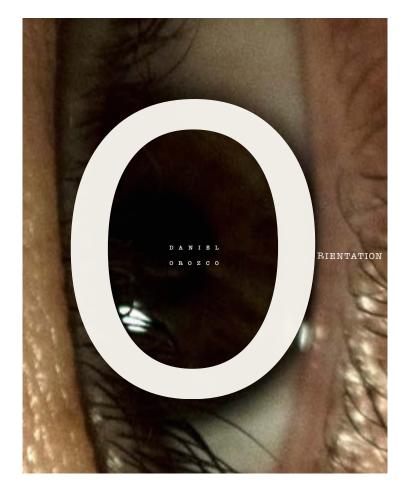
QUEST MAGAZINE WEBSITE

TATYANA THOMAS



ORIENTATION COVER DESIGN

GREYSON NANCE









GOLD ADDY 🙇

STUDENT AWARD PACKAGING

GINGERAF PALE ALE

GOOD OLD DAYS WEBSITE REDESIGN

JESSICA TATUM

△ SILVER ADDY

WEBSITE

STUDENT AWARD

▲ GOLD ADDY

STUDENT AWARD SINGLE FULL PAGE OR LESS

ARBY'S MAGAZINE AD

CORY HESTER





▲ GOLD ADDY

STUDENT AWARD
DIGITAL PUBLICATIONS

AMERICAN IRON MAGAZINE: REDESIGN

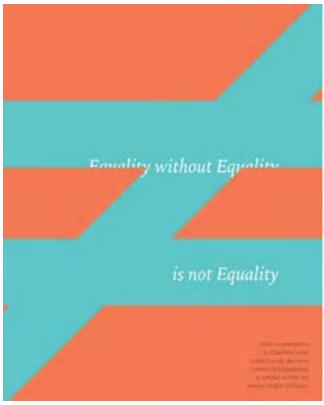
ALEXIA LITTLE

MOST INTERESTING U OF TYPOGRAPHY

STUDENT AWARD SINGLE OCCURRENCE OR INSTALLATION

PARITY PROJECT

ROBYNE POMROY









STUDENT JUDGE'S NOTES

BRADY BONE: Challenging notions of exhibit design and typography. Exactly what you want to see in student work.

DAVID ADAMS: The typographical details within this project installation drew me in for a second look. The color palette, clean design and bold graphic font usage was a contrast to the subject matter making it enticing for any viewer to investigate further.

BO HAYNES: In this exhibit, type was successfully leading, rather than supporting the design. I was particularly drawn to the color blocking created by the not-equal-to sign, which helped make this typography greater than the rest.

▲ STUDENT BEST OF SHOW

PACKAGING SINGLE FULL PAGE OR LESS

GINGERAF PALE ALE

ASHLEY WALKER









STUDENT JUDGE'S NOTES

BRADY BONE: Clever concept and execution... it's stronger than some you'd find on the shelf today.

DAVID ADAMS: The bold use of color and the custom illustration helped sell this idea through to me. I could definitely see this eye catching design really standing out among the sea of craft beers and ales in stores. Also, the added bonus of stacking the cans gained the illusion of a larger graphic that would add a nice touch to the in-store shelf space.

BO HAYNES: The anything-but-pale color story and illustration style are solidly on trend. Not only is the identity itself really, really clever, it is carried into the physical design choices to craft a cohesive package.

THE 2018 CHARLOTTE AAAWARD STUDENT JUDGES



BO HAYNES // Associate Creative Director // Parsons

BO Haynes is a career-long creative and educator. Parsons - a California-based, global technology firm - has been his daytime home for the past 16 years. He joined as a graphic designer and writer and has held creative services manager/director roles for a variety of markets for the past baker's-dozen years. For most of this tenure, BO directed all North American marketing-related art, copy, events, production, and training across water, environmental, oil and gas, healthcare, life sciences, and telecom. BO currently serves as a global Associate Creative Director as part of a 75-member marketing and creative machine focusing on infrastructure, environmental, and transportation.



DAVID ADAMS // Design Director // Wray Ward

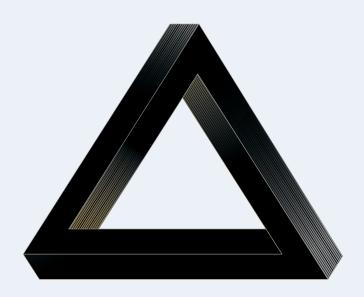
Serving Wray Ward clients that have ranged from Discovery Place, Glen Raven Custom Fabrics/Sunbrella and NASCAR Hall of Fame to Springmaid, VELUX Skylights and WIX Filters, David thrives on seeing the impact that superior advertising and design can have on a client's business. Loving the variety he faces on a daily basis, he dedicates himself equally to projects large and small. Both enjoying a challenge and challenging others, David establishes a genuine rapport with those around him.

In the past, he has worked on accounts including Alabama Conservation, Alabama Tourism, Asheville Tourism, AT&T, Bayer Advanced, Little Debbie snacks and Regions Bank. Originally from Greensboro, he received his bachelor's in fine arts from UNC Charlotte. Prior to joining Wray Ward, he worked in the Birmingham market.



BRADY BONE // Creative Director // Team Créatif USA

Though he is often labeled a curmudgeon, after 25 years of honing his craft Brady considers himself more of a "Takedown Stylist". His current side-hustle is Creative Director at Team Creatif USA developing consumer brand packaging for Mars Petcare, Bel Brands, Campofrio and Pescanova.



SPECIAL AWARDS

TATTOO PROJECTS

FIRSTS THAT LAST // JAZMENE & PEYTON

LUQUIRE GEORGE ANDREWS

DOMTAR - COUGAR // LUXURY





















LMC BRADHAM OOH CAMPAIGN

MYTHIC

UNION

▲ BEST OF VIDEO

SHEETZ // SHEETZ FREAKZ

TATTOO PROJECTS



CHARLOTTE BALLET PHOTOGRAPHY ART DIRECTION

MYTHIC





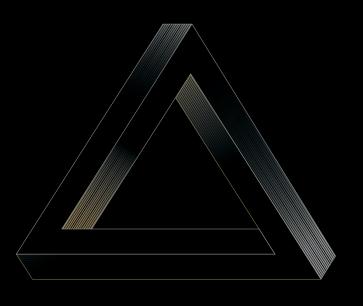












BEST OF SHOW

























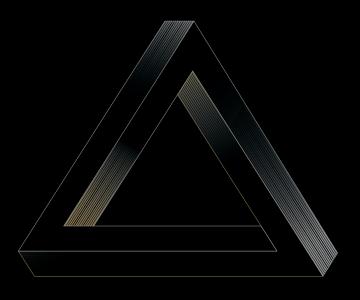












BEST OF SHOW

JUDGE'S CHOICE KELLY FARQUHAR

NEA // REVERSE YOUR THINKING

CARAVAN

















JUDGE'S NOTE: I chose "Reverse Your Thinking" as my judges pick for several reasons but mostly because it spurred an emotional reaction in me. I felt the despair and helplessness of the teacher at the beginning of the spot and was uplifted by the reverse message of empowerment. While I'm not an educator, I'm married to one, and I think you nailed the frustration that I see him go through. Also, the beautiful long shot at the beginning held my attention as well as the subtle sound design. Overall, I feel like this is a powerful piece that connected with its target and represented the RED FOR ED movement in a captivating yet authentic way.

JUDGE'S CHOICE A

OLLIE GRAY SOCIAL

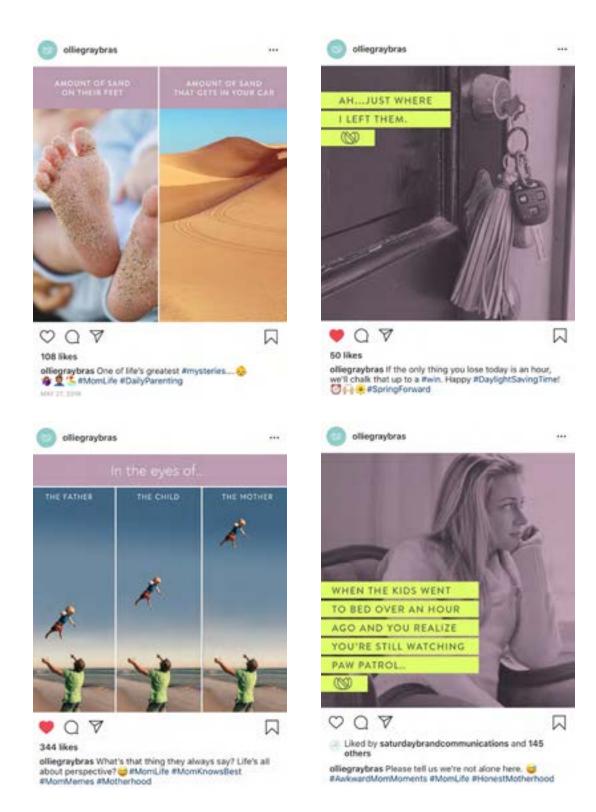
SATURDAY BRAND COMMUNICATIONS

DUKES BREAD // BREAK SALAD

BOONEOAKLEY



JUDGE'S NOTE: Once I saw this series of posters for Dukes Bread, the rest of the competition was toast. A charming display of flour power in the midst of a keto diet craze, this series features not one, but four, excellent, pro-bread quips — clearly the copywriters were on a roll. An ad cannot live by cleverness alone; happily, the copy-driven concepts are enriched with great visuals. Brush-style type is inventively reversed out of dustings of flour atop photogenic loaves, ensuring bread is the focus of each poster. Crisp photography captures the textures of the loaves and their wholesome ingredients, which are strewn about and set askew. These aren't mere glamour shots; they are post-bake action shots! Preventing the visuals from becoming repetitive are four set designs in two palettes of neutrals that say "all-natural." Accessorized with old-fashioned kitchen utensils, each succeeds in portraying a rustic kitchen in which bread is made from scratch. There simply isn't a crumby component in this series. With creative this good, one can't go against the grain! Any way you slice it, this series of posters for Dukes Bread is a winner.



JUDGE'S NOTE: Love me a good insight. And this quiet little gem of a campaign is full of them. It' funny, you have to study and pass a test to drive a vehicle, but not to leave the hospital with a live human being. This campaign zones in on the whole new world that new moms find themselves in—and does it with a knowing smile.

FILM, VIDEO & SOUND MUSIC VIDEO

JOYRIDE

AMERICAN DREAMERS CHARLOTTE CENTER CITY PARTNERS

























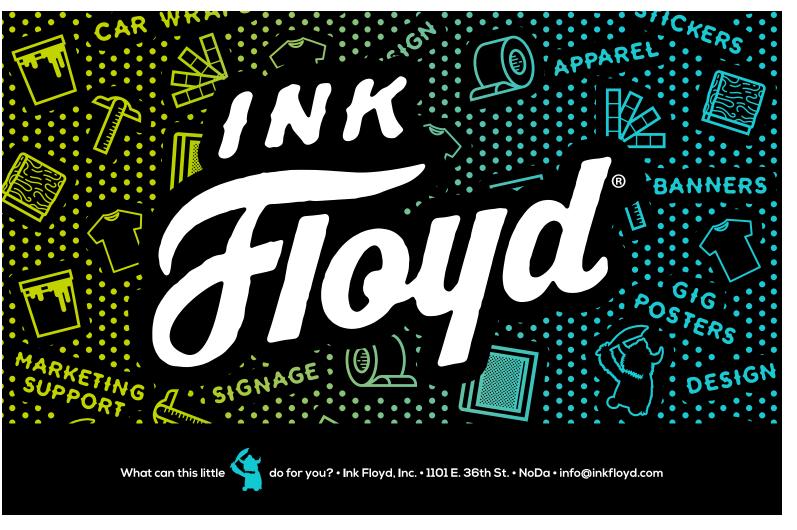












CROSS PLATFORM INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

#CAREOLINAS

LUQUIRE GEORGE ANDREWS

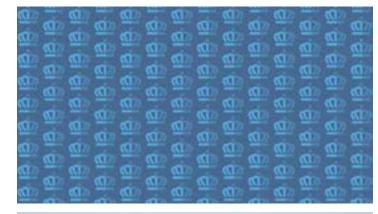
CROSS PLATFORM INTEGRATED BRAND IDENTITY CAMPAIGN

CRVA

BOONEOAKLEY



























CROSS PLATFORM INTEGRATED BRAND IDENTITY CAMPAIGN

AGDATA BRANDING

BIRDSONG GREGORY

CROSS PLATFORM INTEGRATED BRANDED CONTENT CAMPAIGN

SHEETZ // SHEETZ ART PROJECT













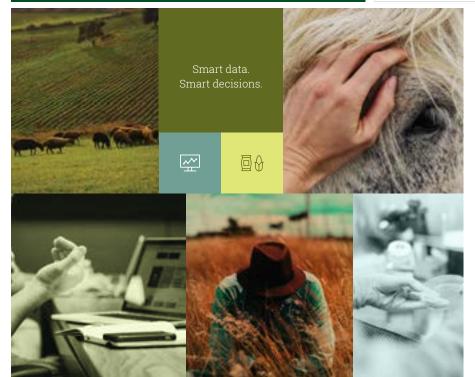






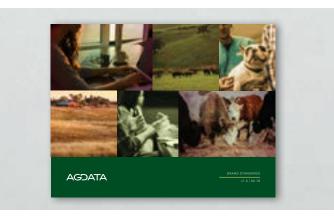












SILVER ADDY **\(\rightarrow**

CROSS PLATFORM INTEGRATED BRAND IDENTITY CAMPAIGN

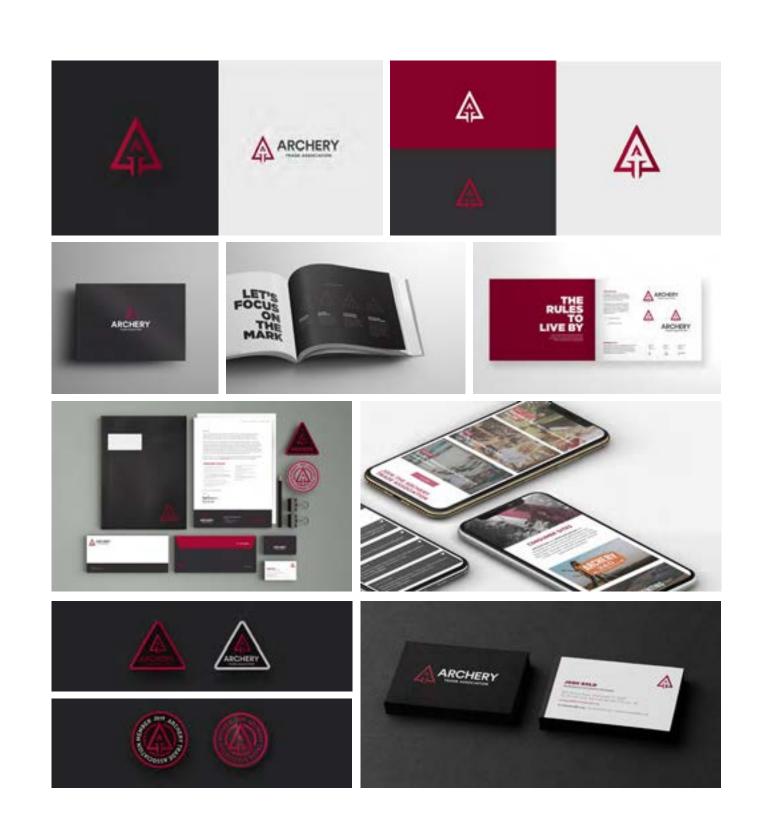
NOGGIN & WINK BRANDING

BIRDSONG GREGORY

CROSS PLATFORM INTEGRATED BRAND IDENTITY CAMPAIGN

ARCHERY TRADE ASSOCIATION REBRAND

MYTHIC





CROSS PLATFORM INTEGRATED BRAND IDENTITY CAMPAIGN

WAGNER MURRAY REBRAND

MOONLIGHT CREATIVE GROUP





























MYTHIC

CROSS PLATFORM INTEGRATED ADVERTISING CAMPAIGN // NATIONAL // CONSUMER

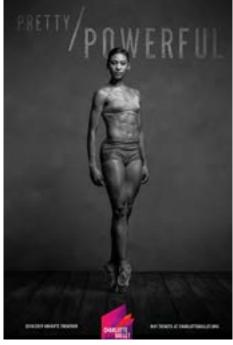
THE TABLE IS SET

LUQUIRE GEORGE ANDREWS

CROSS PLATFORM INTEGRATED ADVERTISING CAMPAIGN // LOCAL // CONSUMER

CHARLOTTE BALLET PRETTY POWERFUL CAMPAIGN

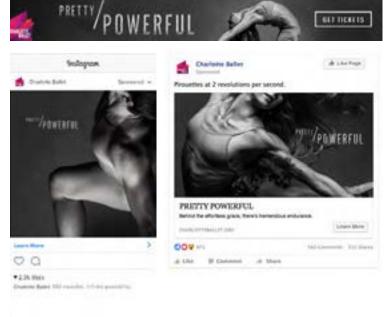






















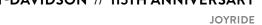






ELEMENTS OF ADVERTISING CINEMATOGRAPHY // CAMPAIGN

HARLEY-DAVIDSON // 115TH ANNIVERSARY





















ELEMENTS OF ADVERTISING CINEMATOGRAPHY

ELEMENTS OF ADVERTISING CINEMATOGRAPHY

ELEMENTS OF ADVERTISING USER EXPERIENCE

ELEMENTS OF ADVERTISING MOBILE INTERACTION

ELEMENTS OF ADVERTISING AUGMENTED REALITY

AR DINOSAURS

AR DINOSAURS

JOYRIDE

ROLLING IN THE DEEP

NEA // REVERSE YOUR THINKING

CARAVAN

AR DINOSAURS WHEELHOUSE MEDIA

WHEELHOUSE MEDIA

WHEELHOUSE MEDIA







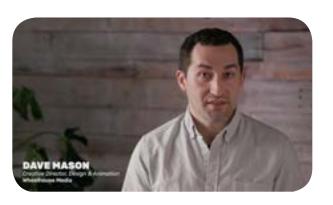










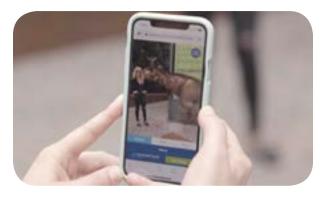


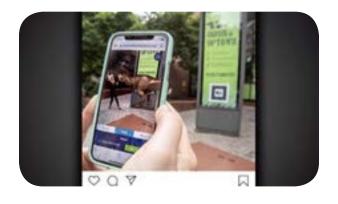


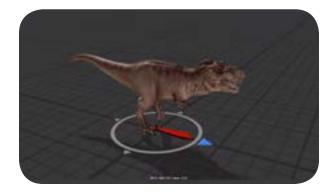








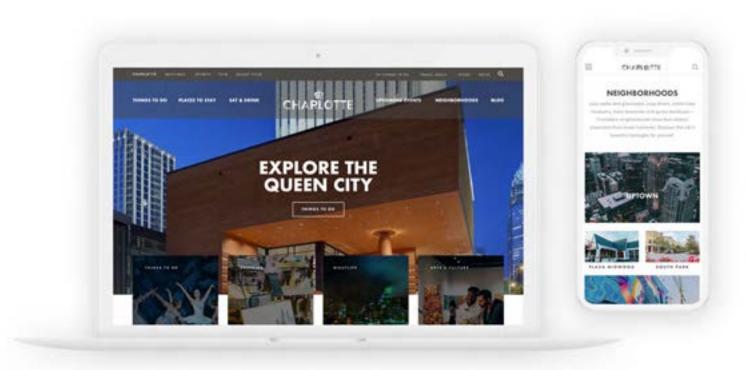




RESPONSIVE DESIGN

CHARLOTTE'S GOT A LOT

UNION





ELEMENTS OF ADVERTISING USER EXPERIENCE

CHARLOTTE'S GOT A LOT

UNION

▲ SILVER ADDY

ELEMENTS OF ADVERTISING USER EXPERIENCE

WHM.TV

WHEELHOUSE MEDIA



ELEMENTS OF ADVERTISING INNOVATIVE USE OF INTERACTIVE/TECHNOLOGY

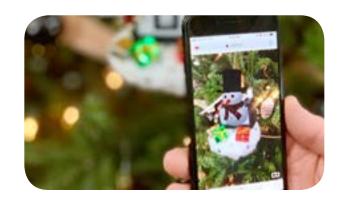
AR DINOSAURS WHEELHOUSE MEDIA

SILVER ADDY 🛕



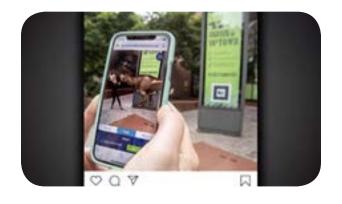














ELEMENTS OF ADVERTISING CGI

ELEMENTS OF ADVERTISING VIDEO EDITING

SEAGATE HAMR // MEMORIES

CARAVAN

ELEMENTS OF ADVERTISING VOICEOVER

THE ELEMENTS CAMPAIGN

AC&M GROUP

ELEMENTS OF ADVERTISING
ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

WHAT JOINT COMFORT LOOKS LIKE

WHEELHOUSE MEDIA

SEAGATE HAMR // MEMORIES

CARAVAN

































ELEMENTS OF ADVERTISING CAMPAIGN

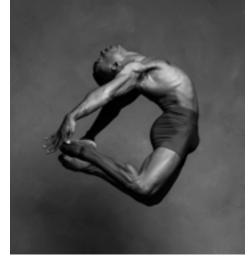
CHARLOTTE CITY BALLET PHOTOGRAPHY // ART DIRECTION

MYTHIC













SILVER ADDY **\(\Lambda**

CARAVAN

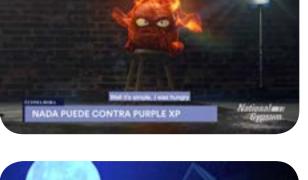
ELEMENTS OF ADVERTISING
ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

THE ELEMENTS CAMPAIGN

AC&M GROUP

SEAGATE HAMR // MEMORIES



















SILVER ADDY **\(\rightarrow**

ELEMENTS OF ADVERTISING LOGO DESIGN

CRESCENT COMMUNITIES NOVEL LOGO

MYTHIC

PATTAKOS LAW LION

ELEMENTS OF ADVERTISING

KRON CORP









△ SILVER ADDY

ELEMENTS OF ADVERTISING LOGO DESIGN

NOVANT HEALTH CAROLINE'S CORNER

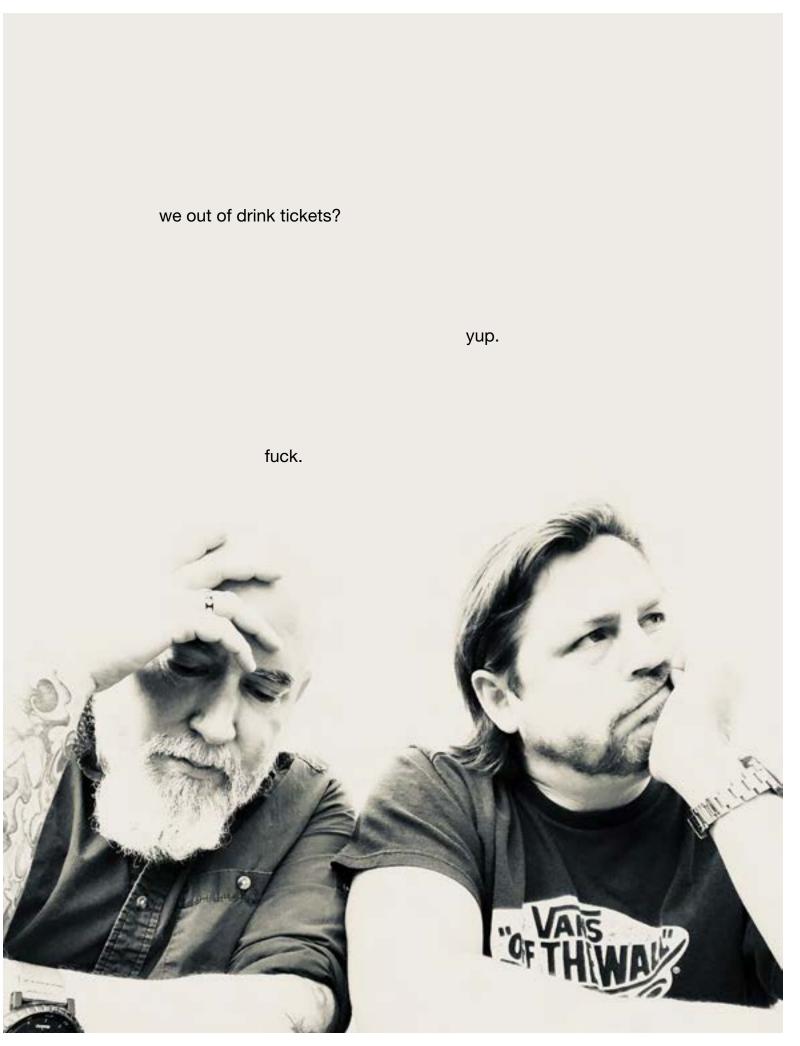
MYTHIC

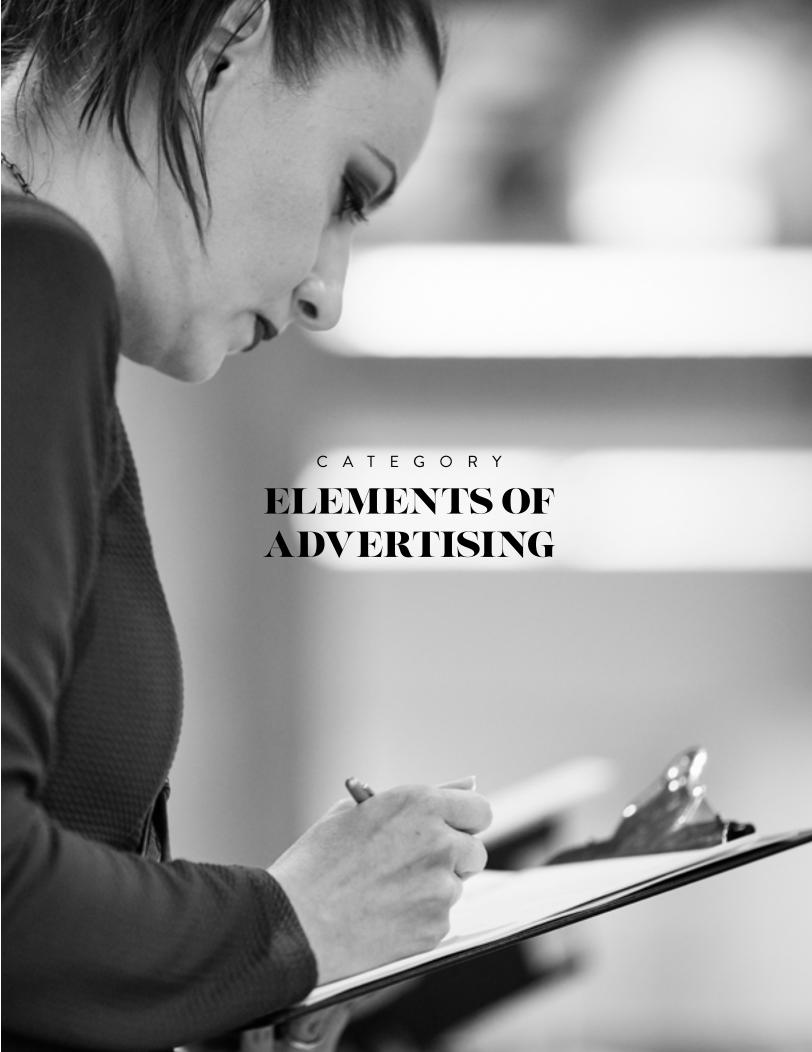
SILVER ADDY **A**

ELEMENTS OF ADVERTISING LOGO DESIGN

PESCANOVA SEAFOOD TAPAS LOGO

TEAM CRÉATIF USA



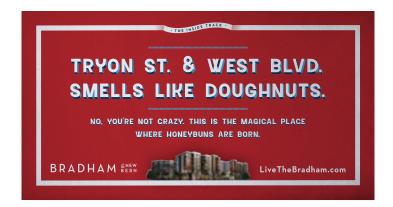




OUT OF HOME & AMBIENT MEDIA
POSTER CAMPAIGN

LMC BRADHAM OOH CAMPAIGN

MYTHIC













BOONEOAKLEY

OUT OF HOME & AMBIENT MEDIA POSTER CAMPAIGN

DUKES BREAD

BOONEOAKLEY

















OUT OF HOME & AMBIENT MEDIA POSTER

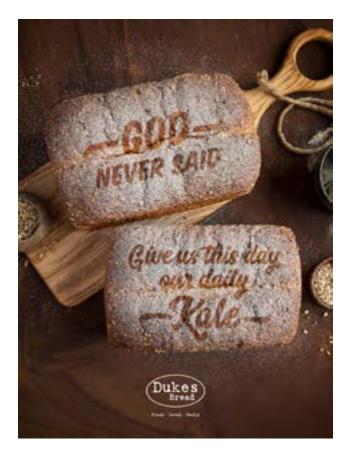
DUKES BREAD // BREAK SALAD

BOONEOAKLEY

OUT OF HOME & AMBIENT MEDIA POSTER

DUKES BREAD // KALE

BOONEOAKLEY









▲ SILVER ADDY

OUT OF HOME & AMBIENT MEDIA OUTDOOR BOARD

HUSQVARNA TEASE & REVEAL

ADAMS OUTDOOR ADVERTISING

GOLD ADDY 🛆

OUT OF HOME & AMBIENT MEDIA

DUKES BREAD // CUT CARBS

BOONEOAKLEY



3rd Ward. 809 W Hill St, Suite C

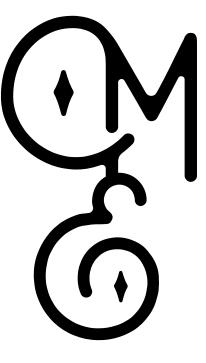
West Charlotte. 2128 Remount Rd, Suite B

Camp North End. 1776 Atatesville Ave.

Music Gactory. 1000 Music Factory Blvd



wearehygge.com



Freelance Designer
MorganEvansDesign.com

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TO ALL OUR UNCC CHARLOTTE
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SOCIAI







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That's because we see in four color.



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LoftinCo.com

THE 2018 CHARLOTTE AAAWARD JUDGES

KELLY FARQUHAR // Group Creative Director at Propac Agency // Texas



Kelly Farquhar is Group Creative Director at Propac, a brand-activation agency with a client roster that includes all PepsiCo and Frito-Lay brands. She's created a collaborative environment at the shop where everyone feels empowered to bring ideas to the table.

Farquhar has 16-plus years of industry experience ranging from brand advertising to shopper marketing. She spent a decade at TracyLocke, and worked her way from Senior Art Director to Creative Director. She joined Propac in early 2017.

Her clients have ranged from Dannon and Cargill to TXU Energy and T-Mobile. Propac made the "Chief Marketer 200," "Event Marketer It List" and Path to Purchase Institute's "Who's Who In Shopper Marketing." Personally, Farquhar was named one of GDUSA's 2018 "People to Watch."

LEILA SINGLETON // Hands-on Art and Creative Director // British Columbia



Leila Singleton is a hands-on art director in Vancouver, British Columbia. Her interest in advertising was piqued at age 11, upon noting that all the colors in a pain med's TV spot matched its logo (ooh, subliminal!). That interest and a love of drawing led to a BFA in graphic design from the Savannah College of Art & Design.

Leila started as an ad agency art director in Colorado, built a CVB's in-house design division in San Francisco, and then went solo, working with San Francisco's iconic Stern Grove Festival Association, Prosper.com, and two departments at the University of California, Berkeley. Leila's work appears in over 20 books and magazines, and has been exhibited in locations such as Times Square, NYC, and Kharkov, Ukraine. Organizations that have recognized her work include Creative Quarterly, GD USA Magazine, and Graphis; the latter recently honored her with a Silver Award in their Advertising Annual 2019.

Leila judged the Society of Typographic Aficionados' Catalyst Award in 2017 and the ONE Condoms Design Contest in 2016. She was excited to join us this year to see the talent in Charlotte's advertising industry.

MARY KNIGHT // Partner/Executive Creative Director at Hydrogen Advertising // Washington



After years in big network ad agencies, Mary joined growing independent agency Hydrogen Advertising in 2012.

Her work has been honored at shows like Cannes, The One Show, Clios, D&AD, ADDYs and Effies. She has been featured in Communication Arts, ARCHIVE, Print, Best Spots, Creativity Pick of the Day, 1492 Cultura Creativa, The Wall Street Journal and all of the standard industry pubs. Mary is often asked to speak at industry events and has served on several prestigious juries including The One Show, Communication Arts, Effie, The Pele Awards and the National ADDYs.

She lives on an island in the Puget Sound with her husband, two children (one of each), four dogs and somewhere around nine chickens.



